

MINUTES
ECONOMIC DEVELOPMENT COMMISSION
WEB PAGE SUBCOMMITTEE SPECIAL MEETING
APRIL 23, 2012 – 2:30 P.M.
GROTON TOWN HALL ANNEX, 134 GROTON LONG POINT ROAD
CONFERENCE ROOM 1

I. ROLL CALL

Present: Susan Dowling, George Mathanool and Bill Smith
Staff: Barbara Strother, Brian Hancock, Eric Beeson,
Other: Robert Frink (Citizen)

II. APPROVAL OF THE MINUTES

MOTION: To approve the Web Page Subcommittee Minutes of the April 4, 2012 meeting

Motion made by Dowling, seconded by Smith, so voted unanimously

III. ITEMS OF BUSINESS

1. Web Page Update

The web page subcommittee reviewed the assigned action items from the April 4 meeting. The project is progressing very well thanks to the excellent efforts of Barbara Strother, Eric Beeson, Brian Hancock and the web page subcommittee. The group discussed the recommendations put forward by Thor Torgersen, owner and creative director of Pyramid Marketing. Central to the discussion was how to best incorporate the valuable input of Pyramid Marketing while meeting the time and resource constraints of the project. The following plan was selected:

- Move navigation to left hand margin
- Create complete landing pages, minimize external links
- Optimize images/tighten language
- Leverage Groton's high quality of life
- Strengthen call to action
- Utilize Pyramid Marketing, as necessary, and within budget to execute enhancements
- The revised ED site (phase I) will go live as planned on June 1, 2012
- The web site will be continually enhanced and improved in subsequent phases

Key activities which need to be completed by mid May to hold to this schedule include:

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|--|------------------|
| --Identify & affirm initial "spotlight" business candidate | George Mathanool |
| --Aggregate photos and make final photo choices | Susan Downing |
| --Determine process to identify "spotlight" businesses, | |
| solicit participation & write monthly news story | Barbara Strother |
| --Finalize content | Bob Frink |
| --Develop working draft of web site for 4/27 EDC review | Eric Beeson |

The next subcommittee meeting date will be finalized shortly based upon feedback from the 4/27/12 EDC meeting.

III. Adjournment

The Meeting adjourned at 3:45 p.m.

George Mathanool
Secretary, Economic Development Commission